

INTERNET

Chanel shares research behind serum formula to instill product trust

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Diane Kruger for Chanel's Hydra Beauty

By JEN KING

French fashion house Chanel is starting a “revolution in hydration” with the introduction of its latest serum, Hydra Beauty.

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To introduce the new product to its enthusiasts, Chanel sent an email blast to those signed up to receive the brand’s beauty updates. Within the email, Chanel touts its patented micro-droplet technology, which may spur interest among consumers who trust the maison’s expertise across its ranges.

"We're in the age where consumers want to know more, especially for premium products," said Romey Louangvilay, chief curator & director of digital marketing at [Curate Directive](#), New York.

"Generally speaking, consumers need to justify the extra expense - whether it's origins, founders' background, or in Chanel's case, the science behind the product - and quality information help their shopping decision," he said.

Mr. Louangvilay is not affiliated with Chanel, but agreed to comment as an industry expert.

Chanel did not respond by press deadline.

Intense hydration

Within the email, Chanel added another layer of trust for interested consumers by featuring actress Diane Kruger as the face of the campaign. Ms. Kruger has appeared in a handful of Chanel beauty efforts and is now recognizable as the face of the brand's offerings in the sector ([see story](#)).

CHANEL



HYDRA BEAUTY

Email body for Chanel's Hydra Beauty

When purchasing a new beauty product, due to the personal qualities of self care, brand trust is an important factor.

The click-through brings consumers to a product page that serves the dual purpose of housing the campaign and background information about the Hydra Beauty serum's formula. This format may result in more time spent on the page and a higher conversion rate since the consumer does not need to navigate away or to the purchasing form.

On the left side of the landing page, general purchasing information is found along with the basic product description, bottle size and price. Similar to other Chanel beauty products the consumer can decide if the purchase is a one-time buy or should be renewed in periods of time up to 180 days from the first point of sale.



Product page for Chanel's Hydra Beauty serum

The right side contains four tabs: Film, The Science, The Results and Try It With.

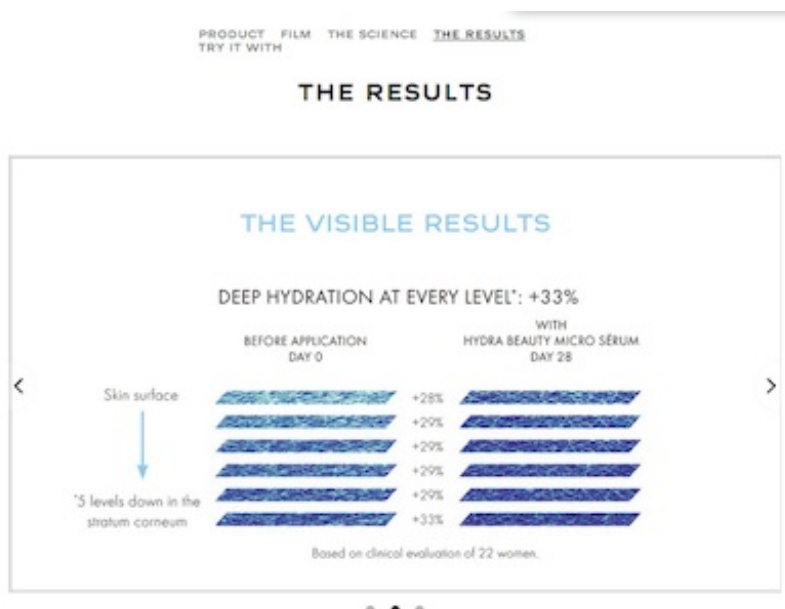
Chanel's video shows Ms. Kruger sitting on a window sill in a New York highrise apartment, with the urban skyline behind her. Another scene shows her walking past marble pillars of a New York skyscraper.

The 30-second clip's narrator claims that beauty begins with radiance and explains that skin is never as radiant as when it is moisturized. As the video continues, with a focus on Hydra Beauty, the narrator explains that the serum is made of micro-droplets derived from the Camellia flower, a code of Chanel.

Chanel's research for the micro-droplet formula for the Hydra Beauty serum is explored further in the science section video. Here, the narrator explains that Chanel researchers used the science of microfluidics, developed by Harvard scientists, to develop the cosmetic technology that creates microscopic droplets of hydration.

The result is radiant skin that is both moisturized and plumped.

To reinforce the information shared in the videos, Chanel included a slideshow of consumer results. By doing so, consumers may be more trusting of the product due to the results of other women who have tried Hydra Beauty.



Consumer results, as shared by Chanel

Chanel's final section on the page, Try It With, recommends four other Hydra Beauty products within the range. Unlike the Hydra Beauty serum, the landing pages for these items redirect to a basic purchasing form.

Power of science

To legitimize the skin care products created by brands traditionally associated with apparel and accessories, marketers rely heavily on the science behind the formulas.

For example, France's Christian Dior shined a light on the amount of toxins that build up on consumers' faces daily through its campaign for the brand's One Essential skin care line.

According to Dior, 7 billion toxins build up in the skin each day and with the height of summer approaching, many consumers are likely interested in how to keep their skin care regimen seasonally appropriate. By including this type of figure in its product introduction, consumers may be more inclined to trust the benefits of One Essential's detox serum ([see story](#)).

Placing the scientific qualities of the product at the forefront of the campaign, Chanel is promoting transparency and easy access to useful information during the path to purchase.

"There are benefits to posting this on the product purchase page as well as some negatives," Mr. Louangvilay said. "By housing all this content on the purchase page, it does leave for a clean feel without the clutter of information overload on the landing page as users will either explore or leave within the first few seconds on the page.

"It does make it harder for the brand to capture users interest but for a brand like Chanel, users going to the website already know the brand's legacy," he said. "As for specific benefits, hosting this content reinforces the product messaging and purpose.

"Often times, more than half of users exit a page on the purchase page because they lost interest or couldn't find additional information. Therefore, users can now learn more about the serum and its uses without having to leave. It gives more confidence to the shopper and will most likely encourage them to convert more easily."

Final Take

Jen King, lead reporter on Luxury Daily, New York

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